

SPECIAL PROMOTION

MEET MIDWAY

ICELAND IS THE IDEAL LOCATION
FOR MEETINGS, INCENTIVES,
CONFERENCES AND EVENTS (MICE).

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REYKJAVÍK: MEET IN THE MIDDLE

Iceland's location between North America and Europe, as well as top-notch facilities, makes Reykjavík a winning conference destination.



Reykjavík is quickly becoming *the* premier destination for meetings, incentives, conferences and events (MICE) in Europe. Situated midway between North America and Europe, a growing number of international companies and organizations are choosing Reykjavík for its convenient location, accommodating facilities, great food, comfortable hotels and thriving culture. A large number of airlines offer direct flights to Keflavik International Airport, and it feels like new connections are added every week.

Guests are treated to not only world-class MICE facilities in Reykjavík, but also the unique beauty of Iceland is just a short ride away. Wondrous waterfalls, vast glaciers, towering volcanoes and soothing hot springs are part of the breathtaking landscape begging to be explored. The Meet in Reykjavík Conference bureau is available to make your event unforgettable.



MEET IN REYKJAVÍK
Reykjavík Convention Bureau

TOP-NOTCH FACILITIES

Reykjavík is home to numerous event facilities, including the gorgeous Harpa Concert Hall and Conference Center. Situated close to the harbor, Harpa was designed by Icelandic/Danish architect Ólafur Elíasson, and has become a favorite among design aficionados. The glass structure features several meeting rooms, ranging in size, as well as restaurants. For those who wish to hold their event closer to the international airport, the renowned Blue Lagoon can accommodate meetings alongside its warm, geothermally-heated water that overlooks vast lava fields.

While Reykjavík is the capital city, it maintains a small-town, friendly feel, with a Nordic chic twist. The city's inhabitants are known to be creative, contributing to a thriving art and design scene, and there are many local stylish boutiques, galleries and shops for locals and tourists to explore. The city is easy to navigate by foot and a walk along the harbor, close to Harpa, is postcard perfect. Walking along marked paths is a wonderful way to spend some time with colleagues or potential clients.

There are numerous hotels offering everything from luxurious suites to minimalist cool accommodation, and the restaurant scene is surprisingly diverse; from seafood restaurants and sushi bars to steakhouses.



BUSINESS IS GOOD

According to 2015 MICE in Iceland statistics, collected by a survey of Meet in Reykjavík associated partners, the overall number of conferences is estimated to be 218 and the overall number of guests around 34,000. This represents a staggering 60 percent increase in the number of conferences, and 44 percent in the number of conference guests since 2011.

Reykjavík has served as the preferred conference destination for the likes of the International Council of Archives, Arctic Circle Conference, Future of Healthcare, Nordic Geotechnical Meeting and the Nordic Congress in Human Genetics. Other Iceland-specific conferences held in Reykjavík include annual events like Iceland Airwaves, EVE Online Fanfest, and the Iceland Geothermal Conference, to name a few.

meetinreykjavik.is



PLAN EVENTS WITH ICELAND TRAVEL

A Reykjavík-based company specializing in organizing professional events.

Conferences are held to inform, exchange ideas and to network among the best and brightest in your chosen field—not to worry about every detail. Organizing a conference is a complicated process, requiring the care and cooperation of many different components. When it comes to planning a meeting, incentive, conference or event (MICE) in Iceland, Reykjavík-based Iceland Travel has you covered. The company helps plan and facilitate events for Icelandic and international corporations and organizations. The Iceland Travel team has years of experience, strong connections throughout the country and an implicit attention to detail. In fact, Iceland Travel has been creating brand new conferences with clients, including the Iceland Tourism Investment Conference & Exhibition, and the FISH EXPO/Icefish 2016, which are holding events in 2018 and 2019 respectively.

CUTTING-EDGE TECHNOLOGY

Iceland Travel uses state-of-the-art technology in all its operations, making the guest experience seamless and convenient. The staff want guests to get the most out of the experience and to not have to worry about tedious details. Guests can download a free Scan App and start using the QR Reader to access the welcome pack, activity attendance, registration check-in and to manage attendance. The company also uses submission and session management tools that make it easier to submit papers, posters, speaker lists, abstracts, invitations and documents. In

case of urgent matters, an SMS service that allows organizers to quickly contact participants is a popular option. Iceland Travel uses technology to make the lives of guests easier, allowing them to focus on the event.

EXPLORING ICELAND

While discussing business may be the main objective, there's usually an opportunity to enjoy leisure activities, too. Indeed, incentives are a big part of the MICE experience, and Iceland Travel arranges unique experiences tailored to guest preferences. The team is known for thinking outside the box and planning excursions you will never forget! For instance, during the winter, the Iceland Travel team can arrange for guests to go on a northern lights hunt or ski isolated slopes, while thrill-seekers can enjoy snowmobiles and super jeeps, or go on a guided glacier walk. Iceland has a unique landscape with stunning views and perfect opportunities to take part in activities exclusive to Iceland. In the summer, clients can choose from guided hiking excursions, horse riding, kayaking, whale watching, sea angling and golfing in the midnight sun.

When it comes to planning events, Iceland Travel focuses on providing the perfect fit for all its clients. Whether the event is a small, intimate meeting in a boardroom, or a large-scale conference with hundreds of guests, a product launch or wedding, the company takes great pride in arranging any successful event.

icelandtravel.is

ICELAND REVIEW

What's on the horizon?

Meetings, incentives, conferences and events

The art of treating people like people

Get in touch with us and we'll help you organise meetings, incentives, conferences or events.

conferences@icelandtravel.is

Recently, a large international company asked us to organise a conference for guests from all over the world.

Our client's biggest worry was that people didn't know enough about Iceland to fully enjoy what the country has to offer while attending a conference. Our solution was to compile an extensive information package that covered most bases: exchange rates, the best taxi companies, and the best swimming pools, to name but a few. The point of the exercise was to make each guest feel well prepared, both for the conference and their visit to an unknown country.

Later, our client told us that the conference was a big hit, not least because their guests felt well looked after. You know, like they were people – not just names on a list.



ICELAND SHOWS ITS TRUE COLORS

From incentive trips to private and luxury tours, special interest groups and tailor-made traveling, Colors of Iceland DMC will help to show you, your guests and family Iceland at its very best.

PERSONAL TOUCH

With over 20 years of accumulated experience in their field, Colors of Iceland can offer visitors almost anything they want, either in-house or through their enormous network of partners. They are also full of brilliant suggestions for those who don't yet know precisely what they want—or what's even possible; gala dinners, award ceremonies or theme nights. Linda and Bjarni, with their team, are there for you.

Meanwhile, luxury or adventure travel packages can be arranged for small groups, families, and individuals. Corporate travel is another area of expertise for Colors of Iceland, with a range of options available for incentive trips, meetings, educational trips and small conferences.

With its strategic location between Europe and North-America, Iceland is a great place for international companies to meet.

WHAT THEY DO

Colors of Iceland understand that everyone wants something unique, an out-of-the-ordinary travel experience, which means that all the assignments they take on are customized from start to finish. If they feel they cannot add value to your expectations in a meaningful way, they won't take them on.

WHERE THEY GO

Colors of Iceland's expertise comes from real-life experience and on-the-ground knowledge.

Working in places where they really know the land; every road, every restaurant, every hotel, the best of guides, all the

fun, exciting activities, the hidden gems. Everything they offer in their programs is a favorite for a reason.

Colors of Iceland love to discover and share the true essence of their wonderful destination.

THEY HAVE TRAVELED A LOT

Along the way, they've met some fascinating characters, one-of-a-kind personalities who have become friends through work. These people are their essence, accessing the hidden gems of Iceland and experiencing the true authenticity of Iceland's local culture. Together they are able to craft the very unique and exclusive incentive, event or special interest trip for their clients.

Smaller groups can travel in Colors of Iceland's luxury 4x4 SUV vehicles, while coaches are easily arranged for larger parties and specially-modified 4x4 super trucks for more extreme adventures. Always respecting weather and snow conditions, for safety's sake.

THE WHOLE PACKAGE

Colors of Iceland are ready and able to carry the burden of your entire event, from transport and accommodation to finding the perfect venue, arranging food, entertainment and decoration. Or if you just need to arrange an unforgettable day trip for your team, then Colors of Iceland are no less willing to oblige.

Welcome to Colors of Iceland: Our World!

colorsoficeiland.is





UNFORGETTABLE EXPERIENCE

g-events plans events in unique locations to make memorable meetings.

We want all clients and prospective clients to know that g-events will go the extra mile to make their meeting, conference or incentive trip an amazing experience," says Gunnar Traustason, CEO of g-events. The Reykjavik-based company specializes in planning receptions, conferences, team-building exercises, festivals, weddings, gala dinners and incentive trips for companies around the world. However, this isn't just another event management company. The team behind g-events takes pride in thinking outside the box. While the company can plan successful traditional events, its specialty is in delivering something a little different.

INNOVATIVE EVENTS

While meetings can be planned in conventional venues like hotels, conference rooms or the Harpa Concert Hall, clients can also opt for something more unique, including an old farm or a power plant. How about a museum where real-size whale models are suspended from the ceiling? The staff transform structures to accommodate special events with great care and an unrivaled eye for design. The possibilities are endless and the team works hard to take care of every last detail to make sure meeting participants can focus on the event. Past clients include local and international companies like Coca-Cola, Hertz, Samskip, Actavis, Avis, Arion Bank, and Marel, among many others.



INCENTIVE TRAVEL

Visitors to Iceland can choose from an array of activities and g-events helps create the ideal tailored incentive experience. Incentive groups can go on snowmobile rides and helicopter trips, observing the unique landscape in a thrilling manner. Other incentives include northern lights hunts in the winter, hiking treks in the summer, trips to hot springs, horse riding, bathing in the Blue Lagoon and skiing treeless slopes. The company can also arrange concerts with local musicians with whom the team has close, professional relationships. g-events offers a great range of stylish and innovative options to create a splendid setting for your next event.

g-events.is

g-events

EVENTS 2017

An overview of some of the largest conventions and other happenings in the Reykjavík area this year.

JAN 26-29



ICELANDAIR MID-ATLANTIC TRADESHOW

At the beginning of each year the city comes alive when hundreds of travel industry professionals from all over the world land in Reykjavík to introduce their products and to learn about the latest trends in tourism.

FEB 3-4



UTmessan

UTmessan is a two-day conference and exhibition held at Harpa Conference Center. Last year, the conference attracted 1,000 delegates and the exhibition about 9,000 guests. The purpose of the UTmessan is to highlight the importance of information technology.

APRIL 6-8



EVE FANFEST

The EVE Fanfest 2017 is set to rock Reykjavík and CCP wants you there! At the Harpa Conference Center, presentations, roundtables, tournaments and partying are just part of the program for this three-day-long 13th annual Fanfest.

APRIL 18-27



REYKJAVÍK OPEN

The 2017 Reykjavík Open chess tournament will be held for the 32nd time in April at Harpa Conference Center and, as usual, the competition is expected to be tough and exciting. Roughly 300 participants are expected.

MAY 28-30



IFSW EUROPE

IFSW Europe and the Icelandic Association of Social Workers will host the IFSW European Conference at Harpa Conference Center in May, expecting up to 1,000 delegates.

MAY 31-JUNE 3



NORDIC CONGRESS ON FAMILY THERAPY

The 2017 Nordic Congress on Family Therapy will be held at the University of Iceland and University Cinema (Háskólabíó).

JUNE 5-9



SCANDEM

Welcome to Reykjavík in June for the annual conference of the Nordic Microscopy Society, held at the University of Iceland.

JUNE 7-9



NORDIC CORPORATE GOVERNANCE NETWORK WORKSHOP

Reykjavík University Corporate Governance Center and the Nordic Corporate Governance Network (NCGN) are organizing the 9th annual workshop in June under the theme Northern Impressions in Corporate Governance: Sorting Illusion from Inspiration.

JUNE 14-16



NORDIC CONGRESS OF GENERAL PRACTICE

The 20th Nordic Congress of General Practice will be held in Reykjavík at Harpa Conference Center with approximately 1,200 delegates. The congress' vision is to become one of the world's most renowned arenas in developing high-quality and innovative healthcare.

JUNE 21-22



FEAST CONFERENCE

The sixth meeting of the Formal and Experimental Advances in Sign Language Theory (FEAST), will be held as part the Horizon 2020 project, The Sign Hub, at the University of Iceland in June with keynotes from Dr. Joanna Atkinson and Dr. Chiara Branchini.

JUNE 29-JULY 1



NORDIC RADIOLOGY CONGRESS

The Nordic Radiology Congress will be held in Harpa Conference Center, and approximately 300 delegates are expected to attend. The purpose of the Nordic Society of Medical Radiology is to promote the development of medical radiology.

JULY 25-AUG 2



WORLD SCOUT MOOT

An official event of the World Organization of the Scout Movement (WOSM), the 15th World Scout Moot will be hosted and organized by the Icelandic Boy and Girl Scout Association, for 18 to 25-year-olds. Around 5,000 participants are expected.

AUG 10-12



IYF WORLD YO-YO CHAMPIONSHIP

The International Yo-Yo Federation selected Reykjavik as the host city for the 2017 World Yo-Yo Contest. About 700 guests are anticipated to attend the competition at Harpa Conference Center.

SEPT 6-9



REYKJAVIK INTERNATIONAL LITERARY FESTIVAL

Since its beginning in 1985, the Reykjavik International Literary Festival has been a major celebration of literary culture, books and authors. The chief purpose of the festival is to introduce foreign authors and new trends in literature to Icelandic readers.

SEPT 10-14



WORLD SEAFOOD CONGRESS

Presenting growth in the blue bio-economy—practical approach and cutting-edge research for market innovation, safe seafood supply and food integrity—the World Seafood Congress will be taking place in Reykjavik in September.

SEPT 13-15



ICEFISH - ICELANDIC FISHERIES EXHIBITION AND AWARDS

Held every three years, the Icelandic Fisheries Exhibition and Awards will take place for the 12th time in September this year. Held in Fífan, Kópavogur, outside Reykjavik, over 12,000 delegates are expected.

OCT 13-15



ARCTIC CIRCLE

The Arctic Circle is designed to increase participation in Arctic dialogue and strengthen the international focus on the future of the Arctic. Up to 2,000 delegates are set to attend the convention, held at Harpa Conference Center.

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